Alumni Workforce Outcomes Dashboard: Guide

Source: economicmodeling.com/alumni-outcomes/

Alumni Outcomes Overview

The Alumni Outcomes data provides the employment outcomes of CSUF alumni from all academic programs and degree levels offered by CSUF between 1963 and 2020. This was accomplished by matching the institution's student data to Emsi's database of publicly available online profiles. The data also includes those who attended CSUF but did not obtain a degree from the University (non-graduates).

What Key Questions Can the Dashboard Answer?

Alumni Outcomes data can answer key questions about how CSUF alumni are using their education in the real world, such as:

- Which employers are hiring our alumni, and what job titles do they hold?
- Are alumni employed in the fields related to their program of study?
- What are alumni's estimated earnings?
- What skills do alumni have?
- Are alumni staying within CSUF's service region (i.e., Los Angeles County, Orange County, Riverside County, San Bernardino County), or migrating out of the region?
- What other institutions have CSUF alumni attended?

What Can the Dashboard Be Used For?

With the goal of demonstrating the real-world value of a degree from CSUF, Alumni Outcomes can serve programs in many ways:

- **Program Review**: Validate successful programs, discover new opportunities for growth, and identify programs that may be underperforming. By understanding where graduates end up, programs can adjust the curriculum to facilitate career pathways better. Programs can identify where alumni are under-employed and use this data to prioritize program review efforts. Insights, like discovering how alumni apply their education in unexpected industries or roles, may aid the development of new programs or new tracks within existing programs.
- **Employer Engagement**: Build strategic partnerships with industries/businesses hiring CSUF alumni.
- **Grant Writing and Fundraising**: Support and strengthen grant proposals with career data for CSUF alumni.
- **Academic and Career Advising**: Help current and prospective students realize the full breadth of opportunities their education/program offers and set realistic career goals based on CSUF alumni's actual employment outcomes.
- **Marketing and Recruitment**: Engage prospective students by demonstrating alumni success.

Accessing the Dashboard

Please log in to our Tableau Enterprise (https://mytab.fullerton.edu/#/signin) using your CSUF credential.
Once logged in, select the **Alumni Outcomes** folder and click on **Workforce Outcomes**.

At the top of the dashboard, there are multiple tabs that provide different information about alumni. Each tab will be detailed in the guide.

Alumni Overview	Estimated Wage by Gender and Ethnicity	Estimated Wage by Degree Level and Percentile	Employment Overview	Certificates and Skills	Program to Industry Outcomes	Program to Occupation Outcomes	Glossary, Methodology Contact Info

Alumni Workforce Outcomes

You can customize the data based on your needs by using the filter fields on the right. **Please note that each tab will need to be customized using the filter fields.**

- **College**
- **Limit to Level Award**: Each matched result represents one award obtained by each student from CSUF. If a student obtained multiple awards from CSUF, their matched profile will be counted multiple times, creating a duplicated headcount in the results. Selecting '**Highest**' limits results to one award per student and may be useful for University-wide analysis by unduplicated headcount. Selecting all options may be useful for program level analysis.
- **Degree Level**
- **Degree Program**
- **Graduation Year**
- **Years from Graduation**: '**Not Graduated**' indicates students who attended CSUF but did not obtain a degree from the university.
- **Sex**
- **Race/Ethnicity**
- **State**
- **County**
- **City**
- **Industry**
- **Occupation**
- **Limit to Job Started**: Selecting '**After graduation**' limits matched profiles to those whose jobs started after their years of graduation. This excludes 'school jobs', such as bookstore clerk. Select '**All**' to include profiles whose most recent job started on or before the graduation year, or whose profiles did not include a job start year.

Alumni Overview

Alumni Overview provides a general overview and profile of the matched alumni.

- **Number of matched alumni**: Matched number of alumni may not necessarily represent unduplicated headcount, as each record represent a degree awarded to a graduate. To get unduplicated headcounts, please use the filter **Limit to Level Award** and select '**Highest**'.
- **Estimated Wage**: Estimated wage is the average of selected alumni, based on median wage for their occupation within their county, adjusted for their age and degree level. All wage data is from Emsi's county-level labor market data.
- **Potential Wage**: Potential wage is the average potential wage for selected alumni, based on the average wage for their occupation in their county.
- **Attended institution**: Attended institutions are educational institutions that matched alumni listed in their profiles.
- **Number of Matched Alumni by State and County**: This reports matched alumni's areas of residence by state and county.
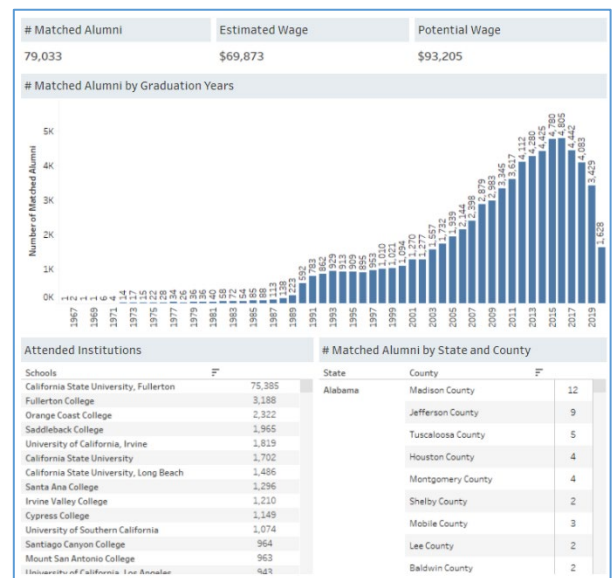
Estimated Wage by Gender and Ethnicity

Estimated Wage by Gender and Ethnicity disaggregates matched alumni's estimated wage by Gender and by Race/Ethnicity. The dashboard further disaggregates estimated wage by the number of years since alumni graduated (1-5 years, 6-11 years, 11+ years, and Not Graduated, who are student who attended CSUF but did not obtain a degree from the University).
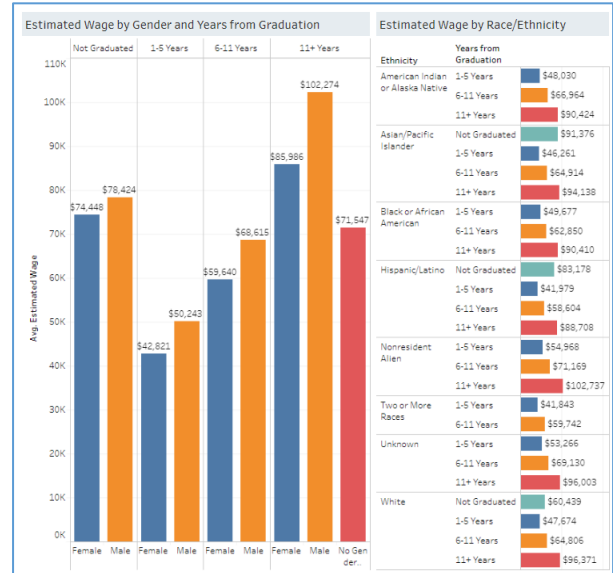
Estimated Wage by Degree Level and Percentile

Estimated Wage and Potential Wage by Degree Level disaggregates estimated and potential wage data by matched alumni's degree levels (Undergraduate versus Graduate level). It also shows estimated wage percentile (10th percentile, 50th percentile and 90th percentile) by degree level.
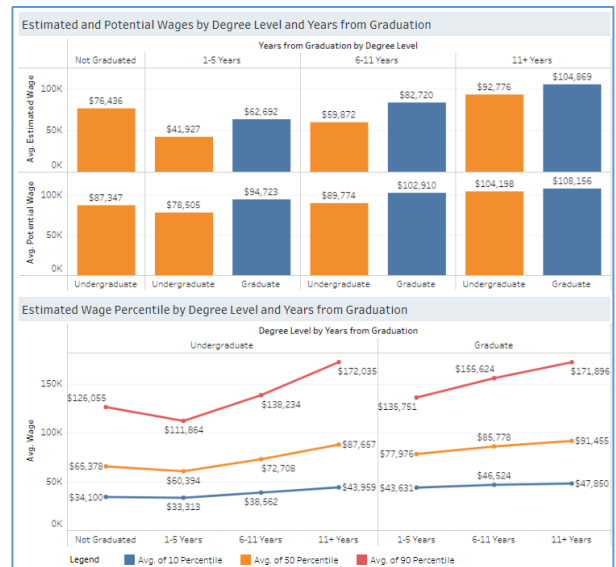
Employment Overview

Employment Overview provides a ranked summary of matched alumni's employment profile:

- **Employment Status**: Employment status indicates whether matched alumni are in or out of the field of study. This is done through CIP (Classification of Instructional Programs)-to-SOC (Standard Occupational Classification) mapping that connects educational programs with target occupations, which is based on the National Center for Education Statistics.
- **Residence Status**: Emsi uses the list of counties that defines CSUF service region to determine if a matched profile currently resides in or out of the region. CSUF's service region includes Los Angeles County, Orange County, Riverside County, and San Bernardino County.
- **Industries**
- **Occupations**
- **Employers beyond CSUF**
- **Job Titles**
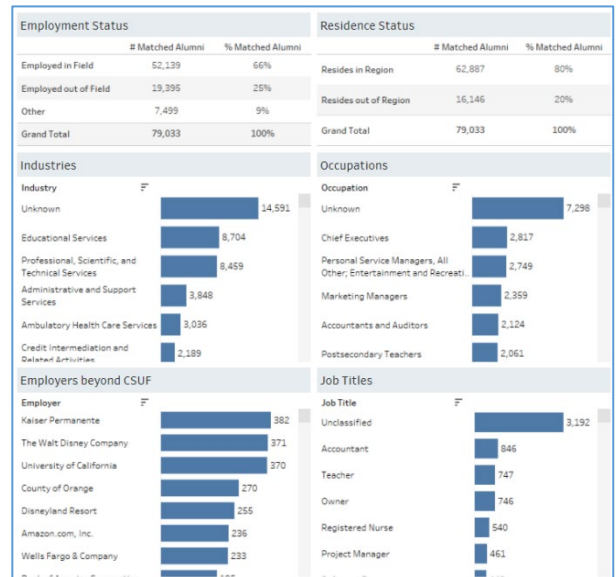
Certificates and Skills

Certificates and Skills details the certificates, hard skills, and common skills that matched alumni list in their profiles.

# Matched Alumni	Certificates	
	Certificates	
	Certified Public Accountant	557
	Project Management Professional Certification	420
79,033	Series 7 General Securities Representative License (Stockbroker)	312
	ServSafe Certification	236
	Master Of Business Administration (MBA)	242

Hard Skills		Common Skills	
Event Planning	12,060	Customer Service	30,897
Strategic Planning	8,973	Microsoft Office	28,087
Social Media Marketing	8,151	Management	25,969
Accounting	7,878	Sales	24,328
Social Networks	7,155	Microsoft Excel	23,815
Adobe Photoshop	6,873	Leadership	22,606
Marketing Strategies	6,402	Microsoft Word	19,966
Public Relations	6,197	Microsoft PowerPoint	19,489
Data Analysis	5,605	Public Speaking	17,810
Auditing	5,041	Research	17,714
Business Development	4,926	Communications	12,563
Project Management	4,977	Time Management	10,813
		Operations	10,388

Program to Industry Outcomes and Program to Occupation Outcomes

These dashboards provide insight into matched alumni's education (degree program)-to-career paths, by Industry and by Occupation. In addition to the number of matched alumnus/alumni from a degree program in a particular industry or occupation, the dashboards also include their estimated wage.

Program to Career Outcomes by Industry

Degree Program 1+	Industry	Not Graduated	1-5 Years	6-11 Years	11+ Years	Grand Total
Accountancy MS	Accommodation		1 $31,635	1 $59,563		2 $45,599
	Administrative and Support Services		6 $54,977	5 $110,356	5 $98,771	16 $84,140
	Ambulatory Health Care Services			3 $85,723		3 $85,723
	Amusement, Gambling, and Recreation Industries			1 $70,427		1 $70,427
	Apparel Manufacturing		1 $51,451	1 $71,223		2 $61,337
	Broadcasting (except Internet)		2 $61,759		1 $83,126	3 $68,882
	Building Material and Garden Equipment and Supplies Dealers			2 $76,572		2 $76,572
	Chemical Manufacturing			5 $102,504	1 $114,464	6 $104,497
	Clothing and Clothing Accessories Stores		1 $60,764			1 $60,764
	Computer and Electronic Product Manufacturing		6 $53,124	1 $73,413	1 $162,808	8 $69,371
	Construction of Buildings		3 $84,850		1 $107,236	4 $90,446
	Credit Intermediation and Related Activities		6 $42,270	4 $68,386	2 $121,676	12 $60,657
	Data Processing, Hosting, and Related Services			1 $55,084		1 $55,084
	Educational Services		10 $60,893	14 $58,419	3 $112,696	27 $66,251
	Electrical Equipment, Appliance, and Component Manufacturing		1 $72,276			1 $72,276
	Electronics and Appliance Stores				1 $67,774	1 $67,774

Program to Career Outcomes by Occupation

Degree Program	Occupation	Not Gradua..	1-5 Years	6-11 Years	11+ Years	Grand Total
Accountancy MS	Accountants and Auditors		80 $50,055	56 $62,772	7 $69,220	143 $55,973
	Actuaries			1 $88,007		1 $88,007
	Architectural and Engineering Managers				1 $162,808	1 $162,808
	Bookkeeping, Accounting, and Auditing Clerks		10 $34,226	6 $36,450		16 $35,060
	Budget Analysts			1 $71,383		1 $71,383
	Buyers and Purchasing Agents				1 $67,774	1 $67,774
	Cashiers		2 $23,402			2 $23,402
	Chief Executives		1 $168,899	5 $216,794		6 $208,812
	Computer and Information Systems Managers			1 $103,240		1 $103,240
	Computer Occupations, All Other		4 $50,748	1 $64,070		5 $53,412
	Credit Analysts			1 $56,943		1 $56,943
	Education Administrators, Kindergarten through Secondary				1 $142,952	1 $142,952
	Education Administrators, Postsecondary				1 $118,800	1 $118,800
	Executive Secretaries and Executive Administrative Assistants		2 $36,072			2 $36,072

Questions or Requests

In addition to alumni outcomes data, Emsi also offers labor market data that can help meet your needs. You can find some of these standard reports on OAIE's Emsi webpage. To request custom data or reports, please submit a request form. The Office of Assessment and Institutional Effectiveness would be more than happy to address any questions or collaborate with you to develop customized data or reports.